

PROFILE

Experienced Data Analyst with more than 2 years of experience in data validation, analysis, visualization, and cleaning. Proficient in Microsoft Excel and skilled in automation to streamline processes. Experienced in data collection, market research analysis, and MIS. Capable of interpreting complex data to drive informed decision-making. Passionate about leveraging data to optimize business processes.

TECHNICAL SKILLS

Skills: Power BI, DAX, Advanced Excel, Python, SQL, VBA Macro, MS Suite and MS Power Automate.

PROFESSIONAL EXPERIENCE

Mitsogo Technologies | Data Analyst

July 2023 – Present

- Implemented data **validation** processes resulting in a 95% proficiency rate, ensuring accurate analytics on lead conversion rates.
- Specialized in designing visually appealing **Excel** dashboards and utilizing **Power BI** (DAX) for advanced data visualization.
- Enhanced efficiency for the **SEM team** by tracking entry points and improving ad campaigns with lead data analysis.
- Committed to Optimizing processes and presenting insights through **data visualization**, contributing to Improved ad campaigns and lead conversion rates.
- Enhanced efficiency and effectiveness of advertising campaigns through data-driven strategies.
- **Excel VBA Macro**, automating tasks to streamline workflows and improve accuracy in data processing.

Nielsen IQ | Data Processing Analyst

Feb 2022 – July 2023

- Led key projects, trained teams to enhance competency, excelled as an **OGRDS Specialist** in MS **Excel reporting**, and standardized local retail codes to global standards.
- Achieved 90-95% accuracy in **data management**, earning awards from major clients and driving successful platform transitions for team success.
- Achieved **highest accuracy** in day-to-day operations, earning recognition as a top coder.
- Proficient in **data collection, cleaning, analysis, and visualization** using Python, Pandas, **MySQL**, and **VBA macros**.
- Conducted **market research**, delivered sales forecasts, and prepared daily, weekly, and monthly **MIS** reports for clients.
- Developed and implemented processes in **Python**, optimizing **data processing** efficiency by **95%**.
- Demonstrated automation skills with Python, **automating tasks**, GIC mapping, and developing text classifiers, **PLU tools**, and **Web Automation bots**.

- Administered **Ubuntu** servers and customized hardware/software for facility needs, including warehouse operations.
- Developed and tested software solutions tailored to customer requirements for diverse web technologies.
- Engaged with **customers**, delivering product **demonstrations**, and addressing their needs to enhance satisfaction.
- Played a key role in scaling small businesses into large-scale operations.
- Maintained **server** details for warehouse **operations**, ensuring smooth functioning and data integrity.

EDUCATION AND CERTIFICATIONS

KSR Institute of Engineering and Technology,
Bachelor of Engineering in Mechanical Engineering, CGPA: 7.8/10

July 2017 – May 2021
Namakkal, India

Vidyaa Vikas Boys Higher Secondary School
HSC, Percentage: 68%

April 2015 – May 2019
Namakkal, India

PROJECTS

Similarity Model with PolyFuzz:

- Built a similarity model utilizing PolyFuzz, implementing a fuzzy algorithm to assess text similarity.
- Utilized a dataset comprising descriptions and associated GIC codes to match input text with the closest dataset text, facilitating GIC mapping.
- Achieved high accuracy and reliability, with matches exceeding 90%.

Text Classifier with NLP Techniques:

- Designed a text classifier using NLP techniques, employing character vectorization through the TFIDF algorithm for traditional machine learning classification.
- Attained a 91% accuracy rate in categorizing descriptions into four classes within a dataset exceeding 20,000 entries.
- Simplified manual classification processes.

Python Automation Tool with PyAutoGUI:

- Developed an automation tool in Python utilizing the PyAutoGUI library to extract web coordinates efficiently.
- Streamlined repetitive tasks, significantly reducing productivity time.

PLU Code Extraction Tool:

- Designed a tool to extract the latest PLU code and perform exact match searches within templates.
- Successfully integrated the tool into the workflow, achieving a 100% efficiency rate.

Automation Excel VBA Macro:

- Intermediate in creating and implementing Excel macros using VBA to automate repetitive tasks, significantly reducing manual effort and increasing productivity
- Skilled in developing complex macros to streamline data processing, enhance data accuracy, and facilitate advanced data analysis.